



Maplewoodstock Committee Meeting Notes - October 20, 2021

Kicking Off 2022!

Generally public response was positive to cancelling.

We have to do 2022, even if it looks different.

Finances

- Galactic played hardball; wanted full deposit as cancellation fee as there were no state or local mandates that required us to cancel
 - Discussed with Steve; really nothing we could do except play the heartstrings
 - They agreed to technically cut the deposit in half. They are keeping \$7k. And they are going to give us \$5500 back or apply it to 2022.
 - We had to agree to having them in 2022 at their 2022 rates (at least \$28k)
 - So if we have them in 2022, we save about \$4-5k
 - Jill Crisciulo invoked at 7:56pm!
- Request for refunds from advertisers
 - \$8500 for Audi
 - \$1500 for Cannaboss Lady
 - Both said they would be interested in coming back in 2022
 - Programs are printed. New Record is holding them. Paid.
 - SOMA Living was too late to cancel. Paid. We could appeal to those in SOMA Living to ask if they can help defray costs. But not charge them more for 2022. Gary will think about how to approach them.
- Merchandise
 - Plan to put on line and have scheduled pickup dates
 - Messaging to ask people to help support the event
 - Susan's colleague Amy will help with messaging
 - Offer them for \$15 to recoup costs
 - Initial bullet points on communicating to go into forum for committee to comment on; then engage help

Question: What does Maplewoodstock 2022 look like? No decision needed tonight

- Given the pandemic will still be around, what changes are necessary?
- Tom believes we had a good plan for 2021. Stupid Delta variation
- Need to have the same level of thought going into 2022
- MWS has evolved over the years; we have tweaked over the years
- The heart of MWS is the amphitheater
- Be open minded on the locations of vendors
- Want the audience to feel we did a good job keeping people safe

Open Discussion

- The community is behind us
- With a new event year - does anyone want to move on? Reach out to Tom.
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